

## REMARKS

Reconsideration and allowance of the subject application are respectfully solicited.

Claims 1, 2, 4 through 10, and 69 are pending, with Claims 1, 9, and 10 being independent. Claim 69 has been added.

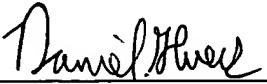
The Advisory Action asserts that Igarashi, et al.'s generating an HTML document described at col. 5, lines 15-38 constitutes the claimed substituting the designated image by the stored image. This assertion is respectfully traversed. Although the Advisory Action quotes from Igarashi, et al., the Advisory Action is not understood to explain how or why such a quote constitutes the substituting, or which portions of the quote correspond to the "substituting", "designated image", and "stored image". Accordingly, withdrawal of the rejection is earnestly solicited.

The dependent claims are also submitted to be patentable because they set forth additional aspects of the present invention and are dependent from independent claims discussed above. For example, Claim 69 recites displaying in combination with the above-discussed substituting, which combination is respectfully submitted not to be disclosed or suggested by Igarashi, et al. Therefore, separate and individual consideration of each dependent claim is respectfully requested.

Applicants submit that this application is in condition for allowance, and a Notice of Allowance is respectfully requested.

Applicants' undersigned attorney may be reached in our Washington, D.C. office by telephone at (202) 530-1010. All correspondence should continue to be directed to our address listed below.

Respectfully submitted,

  
Daniel S. Glueck  
Daniel S. Glueck  
Attorney for Applicants  
Registration No. 37,838

FITZPATRICK, CELLA, HARPER & SCINTO  
30 Rockefeller Plaza  
New York, New York 10112-3800  
Facsimile: (212) 218-2200  
DSG/cmg

DC\_MAIN 230918v1